FIG 1

FIG 2

+/-/neutral recommendation

+/-/neutral regarding quality
+/-/neutral regarding features
+/-/neutral regarding price

$ F Q

Optional Info
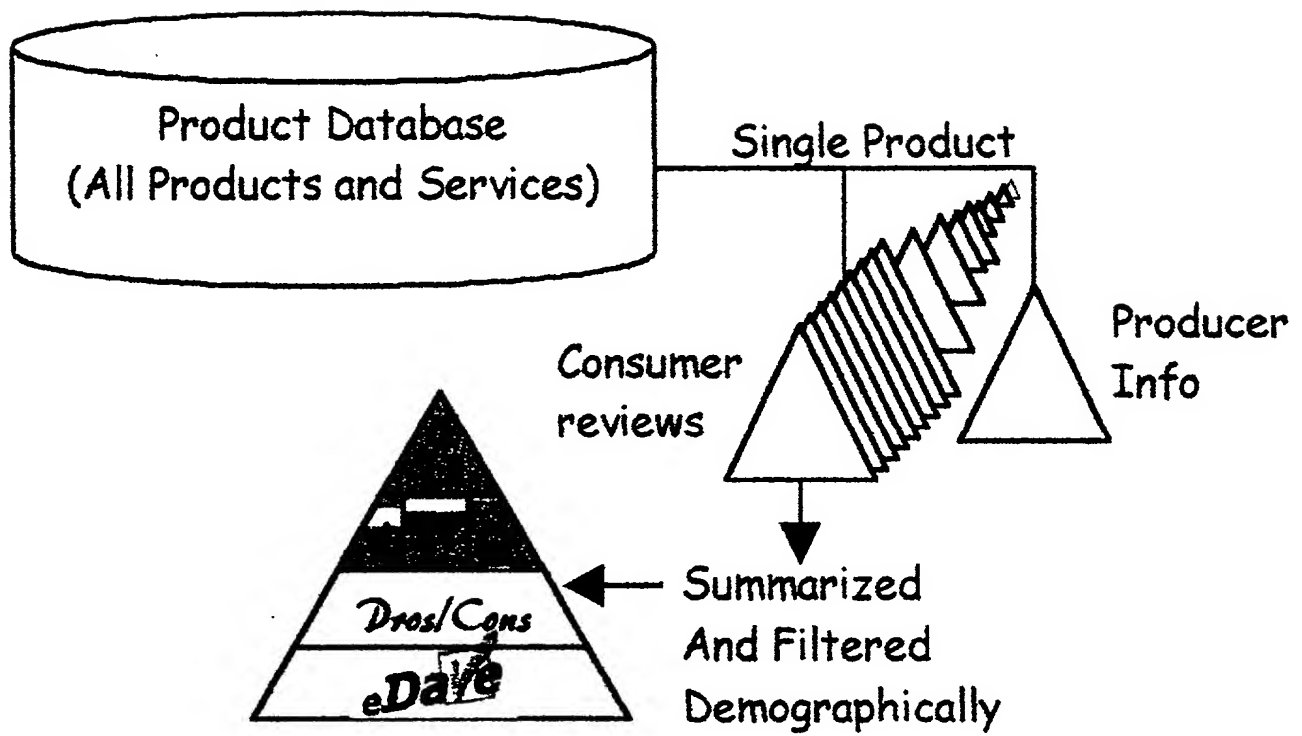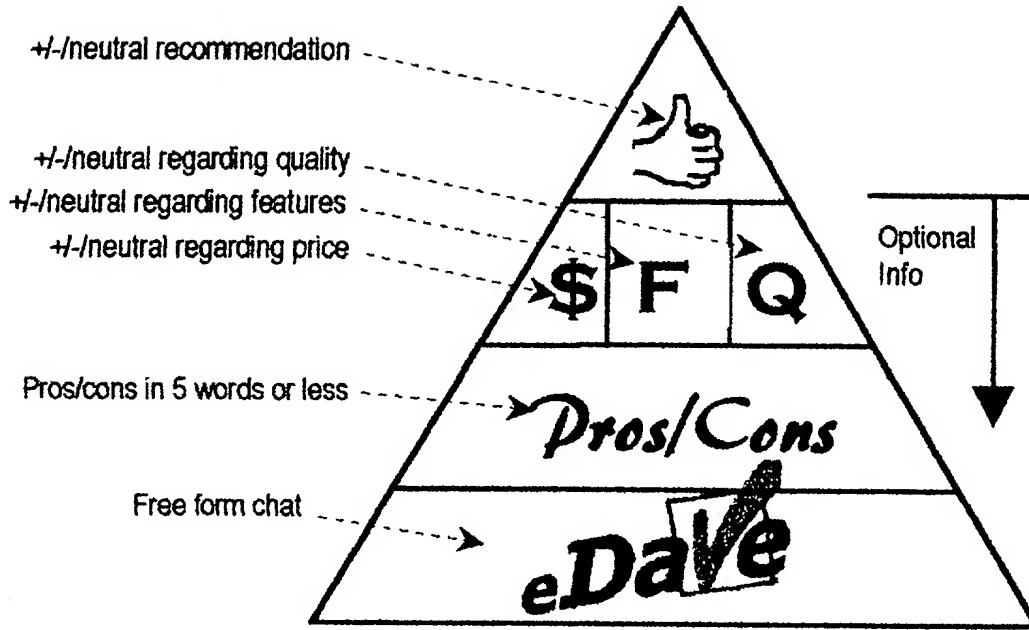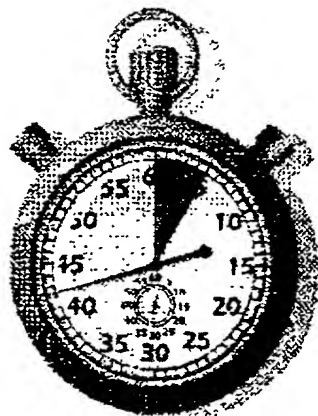
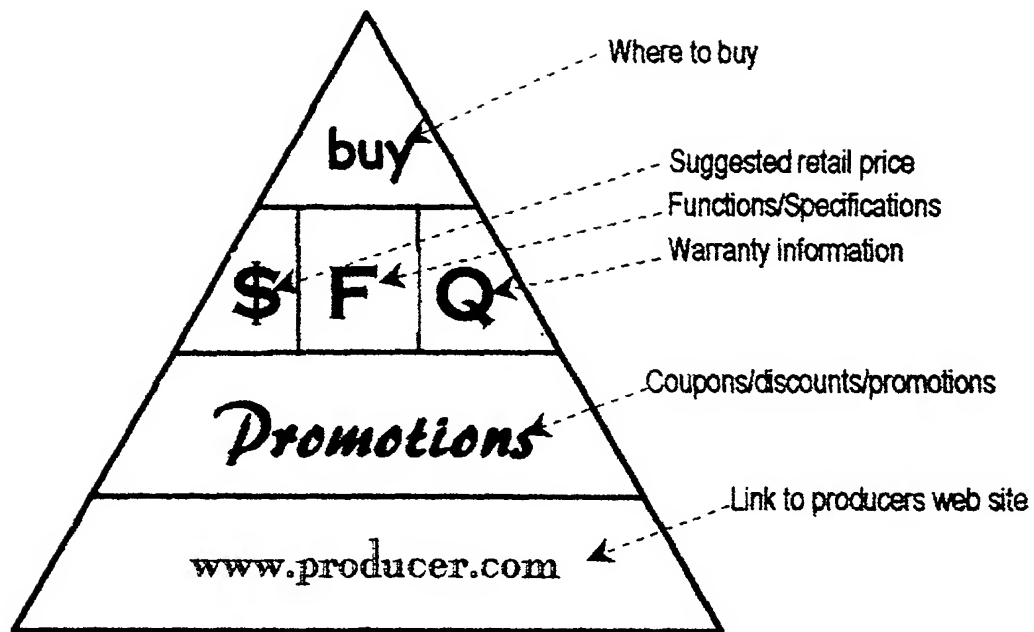Pros/cons in 5 words or less

Pros/Cons

Free form chat

eDave

Every consumer in the world has a complete, fast, unbiased format to talk about the products and services they purchase. They can take out as much information as they contribute.

FIG 3

The eDave review language allows a consumer to see what every other consumer thinks in about 5 seconds. It takes 5 minutes to read <u>a single consumer's review</u> at all competitors' sites.

FIG 4

buy — Where to buy

$ — Suggested retail price

F — Functions/Specifications

Q — Warranty information

Promotions — Coupons/discounts/promotions

www.producer.com — Link to producers web site

Every producer in the world has a standardized format to describe the key attributes about their products and services. Consumers look at this information only when they want to.